

July 28, 2017

**ADDENDUM NO. 1**

Re: Solicitation No. 8005144 In Country Mexico Marketing and Public Relations Services

Please be advised of the following changes to the above referenced Solicitation.

CHANGES:

1. Please note the revised Specifications / Scope of Work

**1. OVERVIEW**

1.1 The Airport Board's International Marketing and Public Relations Department is searching for a Mexico-based agency that will manage relationships with key travel decision makers (corporate travel buyers, travel agents, wholesalers, tour operators, airlines, online travel agents, and related companies) in Mexico. The company will provide marketing and public relations services for Dallas Fort Worth International Airport (herein called DFW Airport) as a gateway to the region, Texas, the United States, Canada and/or Asia, with the goal of increasing international air service and passengers to or through DFW Airport.

**2. MINIMUM REQUIREMENTS**

2.1 The primary agency must:

2.1.1 Have been in the business of providing services of the type specified herein for no less than the past three (3) years

2.1.2 Provide three or more case studies of successfully reaching the Mexican travel trade, travel decision maker, and/or airline audience showing success in:

2.1.2.1 Event/tradeshows planning and execution

2.1.2.2 Sales calls/training sessions

2.1.2.3 Marketing and PR campaigns

2.2 Exhibit expertise in the aviation and/or transportation industry

2.3 Exhibit expertise in the tourism industry

2.4 Have operations in Mexico, with 1 office in Mexico City. If applicable please provide other Mexico and Latin America office locations

2.5 Include three references from recent and related clients

**3. SERVICES REQUESTED**

3.1 Target audience: key travel decision makers such as corporate travel buyers, travel agents, wholesalers, tour operators, airlines, online travel agents, and related companies

- 3.2 Draft an overall marketing and public relations plan for the twelve (12) month term of the contract, including recommended efforts and estimated costs of activities directed towards travel decision makers in Mexico for the purpose of increasing international passengers to and through DFW Airport. Proposals should consider the following elements:
  - 3.2.1 Serve as in-country liaison by recommending and executing DFW Airport's participation in relevant airline/aviation/travel trade/media events and promotions
  - 3.2.2 Marketing and public relations plan should include specifics of:
    - 3.2.2.1 Create, execute and track incentive program to travel trade
    - 3.2.2.2 Organize media events, write press releases
    - 3.2.2.3 Sales calls and training seminars to travel trade
    - 3.2.2.4 Event/tradeshows planning and execution, staffing of stands
    - 3.2.2.5 Graphic design and production of large scale graphics, signs, banners
    - 3.2.2.6 Coordinate and execute familiarization (FAM) trips with trade and media
    - 3.2.2.7 Coordinate e-newsletters and create/manage contact database
    - 3.2.2.8 Promote DFW Airport to various media outlets for features, positive coverage
    - 3.2.2.9 Translation of collateral, press releases, marketing and public relations material
    - 3.2.2.10 Identify and enlist appropriate media and media outlet participants
  - 3.2.3 All activities, results, media clips, and market overview to be included in a monthly report
  - 3.2.4 Other requests by DFW Airport including ad hoc event/meeting advice and guidance, coordination of schedules and transportation, translation
  - 3.2.5 Ability to execute marketing and public relations plan proposed within 3 weeks of onboarding

#### **4. OPTIONAL SERVICES**

- 4.1 Identify key government, community, business and stakeholder individuals and groups to be involved with DFW Airport
- 4.2 Plan, implement and support a series of missions to generate new business and government relationships
- 4.3 Cooperate with third party stakeholders such as local Convention and Visitor Bureaus, State tourism entities, airlines, and travel agents for events and promotions
- 4.5 Plan and implement sales campaigns with airlines and/or online travel agents directed to the final customer

#### **5 PRICING**

- 5.1 Submit pricing for:
  - 5.1.1 Marketing and public relations representation scope of work:
    - 5.1.1.1 Cost for creation of 12 month marketing and public relations plan
    - 5.1.1.2 Cost for execution of 12 month marketing and public relations plan
    - 5.1.1.3 Cost for optional Services. Please add to the attached Pricing Exhibit.
  - 5.1.2 Price for marketing services to be paid as monthly retainer to cover all "services requested." Price for public relations services to be paid as combination of monthly retainer and value of coverage received. Any and all costs related to a 12 month plan shall be included.
  - 5.1.3 Pricing schedule is recommended to evaluate proposed retainer fees separate from activities and other services
  - 5.1.4 Proposal shall be priced as all-inclusive of retainer fees, all recommended activities and the costs associated with each
  - 5.1.5 Incentive program for shift of market share can be included

**NOTE:** A copy of this addendum shall be acknowledged by appropriate signature and attached to the submitted proposal.

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Signed

\_\_\_\_\_  
Date

If you have any questions regarding this matter, contact during normal working hours (8:00 AM to 4:30 PM, Monday through Friday) at 972-973-5620 (p), 972-973- 5601(f) or at the email address of [shamilton@dfwairport.com](mailto:shamilton@dfwairport.com) .

Sincerely,

*Shannon Hamilton*

Shannon Hamilton  
Procurement and Materials Management Department

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